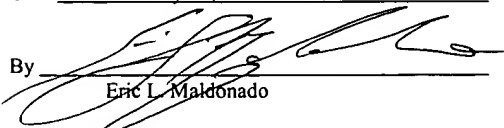




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By   
Eric L. Maldonado

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Attorney Docket No. 100809-16225 (SCEI 18.302)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor: Ken KUTARAGI, et al.  
Serial No.: 09/780,995  
Filed: February 9, 2001  
Title: IN CONTENTS ADVERTISING METHOD....  
Examiner: John L. Young  
Art Unit: 3622

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JAN 27 2003  
**GROUP 3600**

January 14, 2003

Assistant Commissioner for Patents  
Washington, D.C. 20231

**INFORMATION DISCLOSURE STATEMENT**

S I R:

In order to comply with discretionary rules 37 CFR §§1.97 and 1.98, attached hereto is a copy of Form PTO-1449 and a copy of a document listed thereon. This document contains information in which the Examiner may consider to be important in deciding whether to issue a patent in the instant application.

As this statement is being filed prior to issuance of a first Office Action, no fee is due.

As some of these documents are written in a language other than English, English Language abstracts and equivalents are annexed thereto explaining its relevancy in accordance with 37 CFR §1.98(a)(3).


Patent Application No. WO 97/26061 is a corresponding filing of JP 2000-510352 dated August 15, 2000 and serves as an English-language translation thereof.

The present Information Disclosure Statement is being submitted in compliance with 37 §CFR 1.56 as an Examiner might consider any cited document important in deciding whether to allow the application to issue as a patent, but the citation of each document is not to be construed as an admission that such document is necessarily relevant or prior art. No representation is intended that the cited documents represent the results of a complete search, and it is anticipated that the Examiner in the normal course of examination, will make an independent search and will determine the best prior art consistent with 37 CFR 1.104 (a), and in the course of such search will review for relevance every document cited on the attached form even if not initialed.

Early and favorable consideration is respectfully solicited.

**Any fee due with this paper may be charged on Deposit Account 50-1290.**

Respectfully submitted,

  
\_\_\_\_\_  
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